



300 Country Club Road, Wylie, Texas 75098
www.wylietexas.gov

City of Wylie
Public Information Office

PRESS RELEASE

Media Contact: Craig Kelly, Public Information Officer
Ph: 972.516.6016
craig.kelly@wylietexas.gov

For Immediate Release

#GetMobbedwithWylieRecreation! Promotion Recognized

Wylie, TX, November 13, 2013 – The City of Wylie Parks and Recreation Department has received the Communications Award from the Texas Recreation & Park Society (TRAPS) for their recent #GetMobbedwithWylieRecreation! Park and Recreation Month promotion. The award was presented to the City of Wylie during the TRAPS North Regional conference on November 8, 2013, in Irving, Texas.

According to TRAPS, the Communications Award recognizes outstanding communication efforts of a park and recreation, or leisure agency, for the past year through the use of social media. Submissions are judged on originality, innovation, and the effectiveness of communication efforts to the target market through the use of Facebook, Twitter or other social media.

The #GetMobbedwithWylieRecreation! promotion was designed to take the recreation center to the park during July's National Park and Recreation Month and introduce participants called mob players to Wylie's more than 700 acres of parks, open space and activities. Rec Mob locations were posted on Facebook, Instagram and Twitter fifteen minutes before start time.

Families were exposed to recreation activities suitable for the park environment including camp-style family games, bowling, basketball, t-ball and more. Participants also had the opportunity to ask questions about Wylie Parks and Recreation, meet the staff, and take home print material about facilities and activity registration opportunities. Following the activities, mob players were encouraged to tag any photos and videos from the events on preferred social media pages.

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TRAPS is a non-profit 501(c)3 professional and educational organization founded 75 years ago. TRAPS is committed to advancing the field of parks, recreation and leisure services in Texas, while advocating for enhanced recreation opportunities and the increase of public green space for Texans. There are more than 2,000 professional and citizen-advocate members of the Texas Recreation and Park Society.

Go to www.WylieTexas.gov/recreationcenter for more information, or contact Recreation Manager Carmen Powlen by email carmen.powlen@wylietexas.gov, or call 972-516-6360. Parks and Recreation Superintendent Robert Diaz may be contacted by email, robert.diaz@wylietexas.gov, or by phone 972-516-6341.

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About Wylie -- Incorporated in 1887, the City of Wylie is located just 24 miles from downtown Dallas in Collin, Dallas and Rockwall Counties. Possessing an outstanding school district, a low crime rate, an ISO #1 rating and an expanding business climate, Wylie (population 43,000) is one of the fastest growing communities in the State of Texas with a 184% increase since 2000.